



ANNUAL REPORT

FISCAL YEAR 2024

The mission of the Hoosier Lottery is to return maximum net income to the state in a socially responsible manner.



LETTER FROM THE EXECUTIVE DIRECTOR

As required by Indiana Code 4-30-3-3, the Lottery Commission of Indiana publishes an annual report detailing the financial statements from the previous fiscal year (FY). This year, we are proud to present our financial successes and fulfill our statutory duty to operate as an entrepreneurial business enterprise.

In FY24, the Hoosier Lottery transferred \$364 million to the State of Indiana as surplus revenue. These funds are appropriated by the General Assembly to benefit the Teachers' Retirement Fund, as well as the pensions for local police and firefighters. They also benefit the Lottery Surplus Fund which helps offset part of the Motor Vehicle Excise taxes that Hoosiers pay when registering their vehicles.

FY24 saw near-record sales of \$1.74 billion, just short of the all-time Lottery sales record set in FY23. We continue to partner with IGT Indiana to enhance our portfolio of games, increasing game offerings and generating excitement among players. FY24 experienced a record number of drawings exceeding \$1 billion, driving sales of multi-state games such as Powerball and Mega Millions. However, Scratch-off tickets remain our most popular product, accounting for nearly three-quarters of ticket sales.

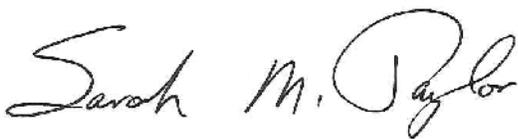
We are committed to creating new and exciting promotional opportunities for our myLOTTERY loyalty program, some of which require no purchase in order to enter. Our sponsorship and retailer events span the entire state, allowing us to reach our players where they live and work.

This year, the Lottery Commission purchased the building at 1302 N. Meridian Street in Indianapolis, which the Hoosier Lottery has used as its headquarters for more than a decade. This purchase is a fiscally responsible move that will save money over the years and contribute to the Hoosier Lottery's long-term success.

We proudly partner with over 4,400 retailers across all 92 counties, which support continued growth and access to our products. In FY24, retailers earned more than \$118 million in commissions, which they use to improve their businesses, reward employees, and contribute to good causes within their communities. This is all part of the Hoosier Lottery's commitment to building a "Stronger, Safer, Smarter" Indiana.

While we pride ourselves on our sales, we are equally proud of our ability to conduct business responsibly. Our responsible gaming program is internationally recognized for its innovation. I am honored to serve as the Chair of the World Lottery Association Corporate Social Responsibility Committee, which oversees the WLA Responsible Gaming Framework.

As we continue to celebrate our 35th year of operations, we look forward to continuing to raise revenues for the State of Indiana in a manner consistent with the dignity and integrity of the state.



Sarah M. Taylor
Executive Director of the Hoosier Lottery



FISCAL YEAR 2024 IN REVIEW

OUR MISSION

Return maximum net income to the state in a socially responsible manner

65.46% Prize Payments
6.78% Retailer Commissions



MORE THAN
\$7 BILLION
GIVEN BACK TO
GOOD CAUSES

GIVING BACK

SALES AND TICKETS SOLD

SCRATCH OFFS
\$1.279 BILLION
159.3 MILLION SOLD

DRAW
\$465 MILLION
182.9 MILLION SOLD

TOTAL:
\$1.744 BILLION
342.2 MILLION SOLD

LAUNCHED

SCRATCH OFFS 38 Games Launched

Fast Play 20 Games Launched

TOTAL: 58

6.38% Operating Expenses

21.38% Given Back to Indiana
Local Police & Firefighters' Pensions - 1.72%
Teachers' Retirement Fund - 1.72%
Lottery Surplus Fund - 17.94%

\$364 MILLION
FY 24 Total Contributions to the State of Indiana

my LOTTERY

Increased membership by
138,241 for a total of
496,866 members
(31% increase from FY23)

\$25 MILLION
IN PUBLICITY
VALUE IN
INDIANA

\$1.141 BILLION
PRIZES PAID

\$118.2 MILLION
RETAILER
COMMISSION PAID

CREATED
FOUR NEW
POSITIVE
PLAY
VIDEOS

741,879 DIGITAL
Playslip
SCANS AT RETAIL

Over **318,005** Hoosier Lottery app downloads and **100,671,444** ticket scans on the app

Engaged players at

261

In FY 24, we added an additional **9,608** Access Points to bring the average per retailer to **43.4**

The Sales Team conducted over **1,200** Fresh Eyes retail audits in FY 24

my LOTTERY

Promotions FY 24

- 5 **2ndChance** promotions
240,881 Participants
- 16 **No purchase** promotions
- 4 **Digital** Activations
- 6 **Social** promotions

Over **5.7** million visitors and over **33** million pageviews

Over **4.1** million app users and over **295** million screenviews

on-site sponsorship and retail wheel spin events (38% increase year-over-year)

Completed procurement for new media and creative agency and website RFI

The Sales Team and the Trainers conducted **4,727** unique retailer trainings in FY 24

Full and Available for FY 24 in our Self-Service equipment was **98%** on **\$255M** in sales

790 CASES
INVESTIGATED BY
SECURITY DEPARTMENT

LOTTERY

13 ADVERTISING CAMPAIGNS

Kicked off Website RFP



LOTTERY

Certificate of Authority

Hoosier Lottery Retailer

Licensing Accomplishments

New Applications - 141
Change of Ownership Applications - 357
Renewal Applications - 475
Total = 973

NUMBER OF FULL-TIME EMPLOYEES

- 123** IGT INDIANA EMPLOYEES
- 60** IGT GLOBAL EMPLOYEES
- 66** STATE LOTTERY COMMISSION OF INDIANA

FY 2024 figures are Preliminary and Unaudited.

**THE STATE LOTTERY COMMISSION OF INDIANA
STATEMENTS OF NET POSITION
JUNE 30, 2024 AND 2023**

	2024	2023
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 44,847,383	\$ 63,072,062
Investments, Current Portion	7,876,026	8,404,747
Accounts Receivable, Net	179,997,109	168,612,150
Prepaid Expenses	259,860	192,888
Total Current Assets	232,980,378	240,281,847
NONCURRENT ASSETS		
Long-Term Investments, Less Current Portion	53,722,421	60,555,048
Restricted Assets	8,010,328	8,297,040
Net Pension Asset	1,317,006	155,251
Capital Assets, Net	10,110,316	1,047,925
Total Noncurrent Assets	73,160,071	70,055,264
Total Assets	306,140,449	310,337,111
TOTAL DEFERRED OUTFLOWS OF RESOURCES	974,442	1,016,837
CURRENT LIABILITIES		
Accounts Payable:		
State	22,915,041	25,687,016
Trade	29,154,777	31,258,547
Current Portion of Prize Liability	183,398,534	185,392,775
Unearned Revenue	759,414	1,232,250
Other Accrued Expenses	742,742	902,854
Total Current Liabilities	236,970,508	244,473,442
LONG-TERM LIABILITIES		
Prize Liability, Less Current Portion	57,553,805	63,531,422
Net Pension Liability	1,816,195	1,625,170
Total Long-Term Liabilities	59,370,000	65,156,592
Total Liabilities	296,340,508	309,630,034
TOTAL DEFERRED INFLOWS OF RESOURCES	418,639	116,762
NET POSITION		
Restricted for MUSL	8,010,328	8,297,040
Restricted for Net Pension Asset	1,317,006	155,251
Net Investment in Capital Assets	10,110,316	1,047,925
Unrestricted	(9,081,906)	(7,893,064)
Total Net Position	\$ 10,355,744	\$ 1,607,152

All financial figures based on Fiscal Year 2023. The above financial information is derived from our June 30, 2024 financial statements, which were audited by CliftonLarsonAllen LLP.

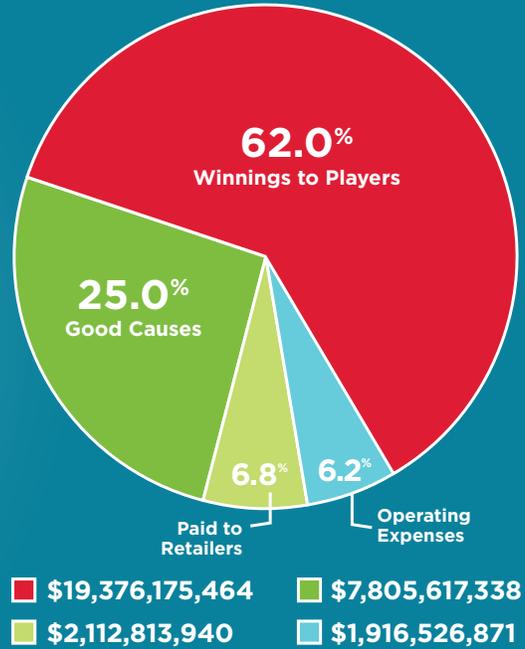
THE STATE LOTTERY COMMISSION OF INDIANA
STATEMENTS OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
YEARS ENDED JUNE 30, 2024 AND 2023

	2024	2023
OPERATING REVENUES		
Scratch-Off Ticket Sales, Net	\$ 1,279,506,249	\$ 1,306,695,215
On-Line Ticket Sales	464,706,440	439,601,736
Total Operating Revenues	1,744,212,689	1,746,296,951
OPERATING EXPENSES		
Direct Game Expenses:		
Scratch-Off Games Prizes	900,971,003	924,263,150
On-Line Games Prizes	240,721,125	221,869,149
Total Direct Game Expenses	1,141,692,128	1,146,132,299
Indirect Game Expenses:		
Retailer Commissions	118,212,161	118,924,534
Lottery Expenses:		
Central Gaming System	32,957,465	32,387,793
Advertising and Promotion	21,957,865	21,823,927
Instant Ticket Printing	16,454,841	16,376,829
Miscellaneous Lottery Expense	2,601,271	2,338,721
Management Fees	12,300,256	11,703,800
Other Game Expenses	879,975	1,100,748
Total Indirect Game Expenses	205,363,834	204,656,352
Total Operating Expenses	1,347,055,962	1,350,788,651
PROVIDER NET INCOME	397,156,727	395,508,300
OTHER OPERATING EXPENSES		
Salaries, Wages, and Benefits	5,803,316	5,091,006
General and Administrative	2,774,733	2,510,197
Total Other Operating Expenses	8,578,049	7,601,203
OPERATING INCOME	388,578,678	387,907,097
NONOPERATING REVENUES (EXPENSES)		
Interest Income	3,740,904	1,945,196
Net Decrease in Fair Value of Investments	(977,866)	(5,017,423)
Increase in Net Pension Liability	626,458	515,228
Provider Incentive	(19,857,836)	(19,775,415)
Other Income, Net	617,815	169,875
Total Nonoperating Expenses, Net	(15,850,525)	(22,162,539)
NET INCOME PRIOR TO DISTRIBUTIONS	372,728,153	365,744,558
DISTRIBUTIONS		
Distributions to the State	(341,064,520)	(344,559,738)
Distributions to be Paid to the State	(22,915,041)	(25,687,016)
Total Distributions	(363,979,561)	(370,246,754)
CHANGE IN NET POSITION	8,748,592	(4,502,195)
Net Position - Beginning of Year	1,607,152	6,109,347

All financial figures based on Fiscal Year 2023. The above financial information is derived from our June 30, 2024 financial statements, which were audited by CliftonLarsonAllen LLP.



STATEWIDE PAYMENTS SINCE INCEPTION



The Hoosier Lottery has given back more than **\$7 Billion** to good causes since 1989



\$1.0 Billion

to the Teachers' Retirement Fund



\$850 Million

to local police and firefighters' pensions



\$5.8 Billion

to the Lottery Surplus Fund, used in part to lower excise taxes paid by Hoosier vehicle owners

Celebrating Winners

- ✓ \$19.3 Billion Paid to Players
- ✓ \$2.1 Billion Paid to Retailers

KEEPING *Play* POSITIVE

- ✓ Set Your Limits
- ✓ Understand the Odds
- ✓ Have Fun



For more information, check out our CSR Report.

CORPORATE SOCIAL RESPONSIBILITY FY 2024 BY THE NUMBERS



RESPONSIBLE GAMING PROGRAM

POSITIVE PLAY/PLAYER EDUCATION

166,490
VISITS TO
POSITIVE PLAY
WEBPAGES
[CLICK HERE](#)

4,844 VISITS
TO CSR WEBPAGES
[CLICK HERE](#)

MORE THAN
8.2 MILLION
RESPONSIBLE GAMING
SOCIAL MEDIA IMPRESSIONS

**ENHANCED
POSITIVE PLAY
QUIZ**

4 POSITIVE
PLAY
CAMPAIGNS

**More than
23,100**
Educational Scratch-off cards
distributed at events

Gambling Disorder
Screening Day
STUDY PROMOTION

2
POSITIVE PLAY
REGISTER TO WIN
PROMOTIONS

4 NEW RESPONSIBLE
GAMING VIDEOS

326
POSITIVE PLAY
PRIZES AT SPONSORED EVENTS

RETAILER & EMPLOYEE PROGRAMS

NEW EMPLOYEE TRAINING

COMMISSION
8

IGT
26

MARKETING
CODE OF CONDUCT
TRAINING

67 PARTICIPANTS
4 SESSIONS

FRESH EYES
MYSTERY SHOPPER
58 RETAILER
VISITS

**RG Triennial
Responsible
Gaming
Training**
217
EMPLOYEES

TREATMENT REFERRAL

**PROBLEM
GAMBLING HELPLINE
ACTIVITY**

2,143 CALLS
TRANSFERRED FROM
HOOSIER LOTTERY CUSTOMER SERVICE
2,694 ONLINE "CHAT NOW"
ENGAGEMENTS

DID YOU KNOW?
4,400 LOCATIONS



TICKETS SOLD
159.3 MILLION | **182.9 MILLION**
SCRATCH-OFFS | DRAW TICKETS

MORE THAN 2,500
SOCIAL MEDIA POSTS

MORE THAN 3.2 MILLION
YouTube VIEWS

13 MARKETING CAMPAIGNS

28 SPONSORSHIP PARTNERSHIPS

24 DIGITAL PROMOTIONS

10,527 TERMINAL BUTTON PUSHES

GAME DESIGN

100% RG visual assessment
of **60** new games



WORLD LOTTERY ASSOCIATION
CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2024

Level 4 Certified since 2016

RESEARCH

\$47,828.75 TOTAL GRANT DOLLARS

★
1 RESEARCH GRANT
\$43,500

★
3 PROFESSIONAL DEVELOPMENT GRANTS
\$4,328.75

★
1,063
POSITIVE PLAY SCALE RESEARCH PARTICIPANTS

STAKEHOLDER ENGAGEMENT

HOSTED 3 Indiana Council on Problem Gambling Responsible Gaming Committee Meetings **WITH MORE THAN 30 PARTICIPANTS**

MEMBERSHIPS

BOARD LEADERSHIP POSITIONS

ATTENDED CONFERENCES International Center for Responsible Gaming
 Indiana Council on Problem Gambling
 North American Association of State and Provincial Lotteries

PUBLISHED THE FY 2023 CSR ANNUAL REPORT



CONVENED THE PREVENTION AND TREATMENT PROVIDER ADVISORY COMMITTEE

COMMUNITY & EMPLOYEE ENGAGEMENT

6
 Philanthropic Initiatives



2
 Employee Appreciation Weeks



4
 All Employee Meetings



2
 Sustainability Challenges



1 Lottereaders Book Club

5
 Community Events



11
 Lunch and Learns

RESPONSIBLE BUSINESS PRACTICES

USE OF DIGITAL

741,879
 32% INCREASE FY 2024

RETAILER SURVEY

54 LinkedIn **POSTS**
 WITH **27,766** IMPRESSIONS



FISCAL YEAR 2024 WINNER HIGHLIGHTS

Scratch-off and Draw Game Winners



Paid \$65.6M in prizes to 19 \$1M+ prize winners

47 winners interviewed by Security

3,648 Drawings conducted by Draw Managers

Pictured left to right:

Ali Raja of Carmel won \$10,000 playing Mega Millions™

Loreli Reyes of Elkhart won \$75,000 playing \$5 20X the Cash Scratch-off

Brad Miracle of Evansville won \$50,000 playing \$10 Chrome Scratch-off

Arlean Griffin of Fort Wayne won \$200,000 playing \$2 Max the Money Fast Play

Retailers



Pictured left to right:

Sarah M. Taylor visits with the owner of Lucky's Mart, LLC, in Speedway

Total Payments to Retailers: \$118,924,534

More than \$181,031 in big jackpot bonuses paid to retailers

myLOTTERY and Social Media Winners

Three 2nd Chance Drawings

35 myLOTTERY/social media drawings conducted

271 winners awarded prizes from 2nd Chance/myLOTTERY/social media drawings



Pictured left to right:

One of the two myLOTTERY Grand Prize Living Lucky with Luke Combs winners and his guest won a trip for two to Nashville, a chance to meet Luke Combs and \$10,000.

myLOTTERY Pacers Ultimate Fan Experience Grand Prize Winner Davina Winkler won \$10,000 during an Indiana Pacers game in January 2024.



Check out more winning stories by visiting [HoosierLottery.com/Winners](https://www.HoosierLottery.com/Winners)

OUR COMMISSION



The State Lottery Commission of Indiana is composed of five members appointed by the Governor of Indiana. The Commission was created by Indiana law to oversee the operation of the Lottery. The Commission acts as an advisor to the Executive Director making recommendations regarding the operations and management of the Hoosier Lottery®.

William A. Zielke



William A. Zielke was first appointed Chairman of The State Lottery Commission of Indiana in December 2009 by Governor Mitchell E. Daniels, Jr. In May 2013, he was reappointed as Chairman by Governor Michael R. Pence and in January 2018, he was reappointed as Chairman by Governor Eric J. Holcomb.

A native of Chicago, Bill currently resides in Fort Wayne, Indiana. He earned his B.A. from Northern Illinois University and spent 30 years in the telecommunications industry, primarily in leadership positions with Contel of Indiana, Contel of Illinois, and finally as President of GTE North. He then held the position of Vice President of Marketing & International Development with Do It Best Corporation for 12 years, where it was his role to oversee store design & market development,

channel development, member advertising, communications, and e-commerce.

Dedicated to the communities in which he lives and works, Bill has volunteered for many area non-profit organizations and projects. He currently serves as a board member of the Schwab Foundation, Wayne Pipe and Supply, and Horizon Bank. He previously was Commissioner of the Fort Wayne Parks and Recreation Department, Chairman of the Board of Directors for the Greater Fort Wayne Chamber of Commerce, Chairman of the annual fundraising campaign and Chairman of the Board of the United Way, Chairman of the Indiana Telephone Association, and Co-Chair (with wife, Pam) of the Capital Campaign for the YWCA. He formerly was a board member of IU Health Fort Wayne, Junior Achievement, Aboite New Trails, Lutheran Hospital and Lutheran Health Network. In addition, he was a former board member of Kyber Corp. Bill is an active outdoor enthusiast, as is his wife, Pam, and their two adult children.

Luke Bosso



Luke Bosso was appointed as a Commissioner of the State Lottery Commission of Indiana in June 2024 by Governor Eric J. Holcomb.

Bosso was named IU Indianapolis' Director of Athletics on May 31, 2023 and began duties in June of that year. Bosso joined the Jaguars after serving as managing director of government advisory with Katz, Sapper & Miller.

Prior roles for Bosso include deputy chief of staff for the Indiana Department of Child Services, and senior policy and operations director for Governor Holcomb. He additionally served as chief of staff for the Indiana Economic Development Corp.

Chair of the local organizing committee of the Horizon League's men's and women's basketball tournament, Bosso is on the board of directors of the Indiana Chamber of Commerce and is a trustee with the Indianapolis Zoological Society.

Bosso was named to the Indiana Business Journal's 'Forty Under 40' Class of 2022. He received a Sagamore of the Wabash Award from Governor Holcomb and served on the local organizing committee for the 2024 NBA All-Star Game at Gainbridge Fieldhouse.

He holds a Bachelor of Arts degree in broadcast journalism from Franklin College, where he was involved with WFCI radio, Voice of the Men's basketball team and was a member of the varsity football team. He later received the 2019 Young Alumni Award from Franklin's Pulliam School of Journalism.

He and his wife Sarah reside in Indianapolis.

Norman H. Gurwitz



Norman H. Gurwitz was appointed as a Commissioner of the State Lottery Commission of Indiana in June 2018 by Governor Eric J. Holcomb.

Gurwitz currently is an Indianapolis-based business consultant in the areas of strategic planning, operational management and corporate finance. He previously had a 23-year career with Emmis Communications Corporation where he served as Executive Vice President, Corporate Counsel, and Director of Human Resources. While Emmis Corporation owned the Seattle Mariners baseball team, Gurwitz negotiated all player agreements and arbitration settlements.

Prior to joining Emmis Communications, Gurwitz had a private law practice in Indianapolis and previously worked as an attorney for the Internal Revenue Service in Washington, D.C.

In 2020, Gurwitz was appointed by the Mayor of Indianapolis as Chairman of the Board of the Indianapolis Bond Bank which works with the City Council and Mayor to help the growth of the City of Indianapolis by providing money and support to companies and projects, through bonds. In addition, he was Co-Chair of Big Ten Men's and Women's Basketball Tournaments in Indianapolis and was on the Board of Visitors for IU's McKinney School of Law in Indianapolis. He also was on the Board of Directors for The Finish Line, Inc.

Gurwitz graduated from Indiana University and the IU Law School. He also holds an LLM in tax from Georgetown University School of Law.

Andy Mallon



Andrew J. Mallon has served as the Executive Director of the Capital Improvement Board of Managers (CIB) since May of 2019. As such, Mallon is responsible for all operations, maintenance, and capital improvements of the Indiana Convention Center and Lucas Oil Stadium, as well as capital improvements for Gainbridge Fieldhouse and Victory Field in Indianapolis.

Mallon has successfully steered the CIB through dramatic industry shifts throughout the COVID-19 pandemic, during which he also successfully restructured CIB's existing debt and funded the \$360 Million renovation of Gainbridge Fieldhouse. He is also responsible for the \$130 Million Phase VI expansion of the Indiana Convention Center that will break ground later this year.

Prior to joining the CIB, Mallon served as Corporation Counsel for the City of Indianapolis, supervising all legal representation and counsel. Most notably while at the City of Indianapolis, Mallon oversaw the planning, design, financing, and procurement of the \$600 million Community Justice Campus project. In addition, he served as a lead negotiator and counsel in several other high-profile real estate and economic development projects.

Mallon earned his law degree from the Indiana University McKinney School of Law and his bachelor's degree with honors from the College of William and Mary. He is a life-long Indianapolis resident. He currently lives on the north side of Indy with his wife and two school-aged children.

Roger Utzinger



Roger Utzinger was appointed to the Hoosier Lottery Commission by Governor Eric Holcomb in August 2022. He grew up in Muskegon, Michigan and graduated from Hope College. He earned his MBA from Grand Valley State University.

After service in the US Army, Roger began a 31-year career with GTE including finance positions in Indiana where he was Budget Director and then Vice-President of Finance for the 13-state Eastern Region of GTE. He also worked with GTE corporate leadership in Stamford, Connecticut. His last assignment took him to Dallas, Texas where he helped manage the two-year merger process between Bell Atlantic and Verizon. Since retiring, Roger has consulted with two businesses in the Dallas area.

In addition to his successful business career, Roger is an accomplished church musician both as an organist and a choir director at churches in several communities.

Roger and his wife of 56 years moved back to Carmel, Indiana and are enjoying their two sons' families with five grandchildren.



1-800-994-8448
PROBLEM GAMBLING
HELPLINE
18+
TO PLAY
PLAY RESPONSIBLY